

Message Text

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16

ORIGIN COME-00

INFO OCT-01 AF-10 ARA-10 EUR-12 NEA-10 ISO-00 EB-06 PCH-04

CIAE-00 INR-07 LAB-03 NSAE-00 PA-02 RSC-01 SIL-01

USIA-15 PRS-01 /083 R

66613

DRAFTED BY: COM/OIM/SAD/BTYRRELL/RVIGNEAULT

APPROVED BY: EB/OCP/REP:LKLIEFORTH

COM/OIM/SAD/JMURRIN

EUR/RPE:RHARDING

NEA/RA:HMONTGOMERY

EB/OCA/BR:PTO'CONNER

AF/EP:LMWHITE

ARA/ECP:EMCOHEN

COM/OIM/CAGNE/JHALDANE/DHENDERSON/LJENSEN

COM/OIM/AFR/RRYDLUN/FOCWIEJA

COM/OIM/SE/HLINDSTROM

COM/OIM/LA/TBREWER

----- 016547

R 070019Z NOV 74

FM SECSTATE WASHDC

TO AMCONSUL CASABLANCA

AMEMBASSY DAKAR

AMCONSUL IZMIR

AMEMBASSY KINSHASA

AMEMBASSY LIMA

AMEMBASSY SANTIAGO

AMEMBASSY TEHRAN

AMCONSUL THESSALONIKI

AMEMBASSY TUNIS

INFO AMEMBASSY ATHENS

AMEMBASSY RABAT

AMEMBASSY CAIRO BY POUCH

AMEMBASSY DAMASCUS BY POUCH

AMEMBASSY ANKARA BY POUCH

AMEMBASSY BEIRUT BY POUCH

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E.O. 11652: N/A

TAGS: BEXP XF XG XR XA

SUBJ: COMMERCIAL PRESENCE FAIRS (CPF) - FY '75 EVALUATION REPORTS

AFTER CLOSE OF CPF'S ADDRESSEE POSTS ARE REQUESTED TO CABLE
BRIEF EVALUATION REPORTS FOR OIM PROGRAM GUIDANCE. ANALYSIS
SHOULD INCLUDE INITIAL POLITICAL/COMMERCIAL JUSTIFICATION
AND DEGREE OF ACCOMPLISHMENT AS WELL AS CONVENTIONAL FAIR
PROGRAM CRITERIA OUTLINED AS FOLLOWS:

- (1) NAME OF EXHIBITION
- (2) PLACE AND DATES OF EXHIBITION
- (3) NUMBER OF U.S. EXHIBITORS SEEKING AGENTS AND
DISTRIBUTORS (IF ANY).
 - (A) NUMBER APPOINTED
 - (B) NUMBER UNDER NEGOTIATION
- (4) FLOOR SALES AT EXHIBITION AND TWELVE-MONTH SALES
PROJECTION
- (5) NUMBER OF VISITORS
- (6) UNUSUAL OR OUTSTANDING SUCCESSES
- (7) OTHER PERTINENT OBSERVATIONS (OPTIONAL)
- (8) MARKETING DATA: INDICATE NUMBER OF PARTICIPANTS FOR
EACH PRIMARY MARKETING OBJECTIVE.

1. FINDING REPRESENTATIVE/DISTRIBUTOR -----
2. FINDING LICENSEE -----
3. FINDING JOINT-VENTURE -----
4. EXPOSURE TO NEW BUSINESS PROSPECTS -----
5. PRODUCT TESTING/MARKET RESEARCH -----
6. IMMEDIATE SALES -----
7. OTHER -----

- (A) TOTAL NEW TO EXPORT EXHIBITORS (IF ANY)
 - (B) TOTAL NEW TO MARKET EXHIBITORS (IF ANY)
 - (C) TOTAL OLD TO MARKET EXHIBITORS
 - (D) TOTAL FULLY ACHIEVING PRIMARY MARKETING OBJECTIVE
 - (E) TOTAL PARTIALLY ACHIEVING PRIMARY MARKETING OBJECTIVE
 - (F) TOTAL FAILING TO ACHIEVE PRIMARY MARKETING OBJECTIVE
 - (G) TOTAL NUMBER OF EXHIBITORS WITH REPRESENTATIVES
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ATTENDING FROM THE U.S.A.
INGERSOLL

NOTE BY OC/T: POUCHED ABOVE ADDRESSEES.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 07 NOV 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974STATE245008
Document Source: CORE
Document Unique ID: 00
Drafter: COM/OIM/SAD/BTYRRELL/RVIGNEAULT
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740319-1139
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19741162/aaaacavq.tel
Line Count: 110
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
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Review Authority: golinofr
Review Comment: n/a
Review Content Flags:
Review Date: 12 NOV 2002
Review Event:
Review Exemptions: n/a
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Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
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Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: COMMERCIAL PRESENCE FAIRS (CPF) - FY '75 EVALUATION REPORTS AFTER CLOSE OF CPF'S ADDRESSEE POSTS ARE REQUESTED TO CABLE
TAGS: BEXP, XF, XG, XR, XA
To: CASABLANCA MULTIPLE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005